

ORDER



KLAS

Orders
Order / Rev: 37554
Alt Order #: 08879341
Product Desc: NRSC-HELLER
Estimate:
Flight Dates: 10/10/12 - 10/16/12
Original Date / Rev: 10/09/12 / 10/09/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency
Name: Strategic Media Services
Buying Contact:
Billing Contact:
 3299 K St. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: NRSC - Heller
Demographic: A25-54
Product Codes: PO1
Priority: LV1
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/01/12 | 10/16/12 | 20 | \$24,705.00 | \$20,999.25 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012 | 20 | \$24,705.00 | \$20,999.25 | 0.00 |
| Totals | 20 | \$24,705.00 | \$20,999.25 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Mike Jones | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|----|-------------------|-----------------|-----------------------------------|-------|----------------|-------------------|-----|-------------|------------|---------------|------|------|-------|------------|
| 1 | 8 | 10/16/12 | 10/16/12 | Tue 9-10p NCIS: LA | CM | 9-10p | -T----- | :30 | 2 | \$2,100.00 | LV2 | 0.00 | NM | 2 | \$4,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/15/12 | 10/21/12 | -T----- | | | 2 | | \$2,100.00 | | 0.00 | | | | |
| 2 | 8 | 10/15/12 | 10/15/12 | Mon 10-11p Hawaii Five-O | CM | 10-11p | M----- | :30 | 1 | \$2,100.00 | LV2 | 0.00 | NM | 1 | \$2,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | 1 | | \$2,100.00 | | 0.00 | | | | |
| 3 | 8 | 10/10/12 | 10/10/12 | Wed 8-9p Survivor: Philippines | CM | 8-9p | --W---- | :30 | 1 | \$2,200.00 | LV2 | 0.00 | NM | 1 | \$2,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | --W---- | | | 1 | | \$2,200.00 | | 0.00 | | | | |
| 4 | 8 | 10/14/12 | 10/14/12 | Sun 8-9p The Amazing Race | CM | 8-9p | -----S | :30 | 1 | \$7,350.00 | LV1 | 0.00 | NM | 1 | \$7,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | | 1 | | \$7,350.00 | | 0.00 | | | | |
| 5 | 8 | 10/12/12 | 10/12/12 | Fri 9-10p Made In Jersey | CM | 9-10p | ----F-- | :30 | 1 | \$1,400.00 | LV2 | 0.00 | NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | | 1 | | \$1,400.00 | | 0.00 | | | | |
| 6 | 8 | 10/10/12 | 10/10/12 | Wed 9-10p Criminal Minds | CM | 9-10p | --W---- | :30 | 1 | \$2,500.00 | LV2 | 0.00 | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | --W---- | | | 1 | | \$2,500.00 | | 0.00 | | | | |

Order / Rev: 37554
Alt Order #: 08879341
Flight Dates: 10/10/12 - 10/16/12

Advertiser: NRSC - Heller
Product Desc: NRSC-HELLER
Estimate: KLAS

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|----|-------------------|-----------------|--|-------|---|-----|-------------|------------|---------------|------|--------|-------|-------------|
| 7 | 8 | 10/10/12 | 10/12/12 | The Talk 2-3P The Talk | CM | 2-3p --WTF-- | :30 | 1 | \$375.00 | LV2 | 0.00 | NM | 1 | \$375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | --WTF-- | | 1 | | \$375.00 | | 0.00 | | | | |
| 8 | 8 | 10/16/12 | 10/16/12 | Tue 10-11p ET | CM | 10-1030p -T----- (10:00 PM-10:30 PM) | :30 | 1 | \$350.00 | LV2 | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/15/12 | 10/21/12 | -T----- | | 1 | | \$350.00 | | 0.00 | | | | |
| 9 | 8 | 10/16/12 | 10/16/12 | Tue 10-11p Inside Edition | CM | 1030-11p -T----- (10:30 PM-11:00 PM) | :30 | 1 | \$325.00 | LV2 | 0.00 | NM | 1 | \$325.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/15/12 | 10/21/12 | -T----- | | 1 | | \$325.00 | | 0.00 | | | | |
| 10 | 8 | 10/10/12 | 10/12/12 | 8 News Now 5-630p M-F 8 News Now 5-630p M-F | CM | 5-630p --WTF-- | :30 | 2 | \$500.00 | LV2 | 0.00 | NM | 2 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | --WTF-- | | 2 | | \$500.00 | | 0.00 | | | | |
| 11 | 8 | 10/13/12 | 10/13/12 | ACC Football ACC Football | CM | 930a-12pm -----S- | :30 | 1 | \$1,050.00 | LV1 | 0.00 | NM | 1 | \$1,050.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | | 1 | | \$1,050.00 | | 0.00 | | | | |
| 12 | 8 | 10/14/12 | 10/14/12 | 8 News Now Sun AM #2 8 News Now Sun AM #2 | CM | 8 News Now Sun A-----S | :30 | 1 | \$1,225.00 | LV1 | 0.00 | NM | 1 | \$1,225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | 1 | | \$1,225.00 | | 0.00 | | | | |
| 13 | 8 | 10/13/12 | 10/13/12 | 8 News Now Sat 5-7p 8 News Now Sat 5-7p | CM | 5-7p -----S- | :30 | 2 | \$225.00 | LV2 | 0.00 | NM | 2 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | | 2 | | \$225.00 | | 0.00 | | | | |
| 14 | 8 | 10/13/12 | 10/13/12 | Sat 1135p-1235a Priv P Private Practice | CM | 1135p-1235a -----S- | :30 | 1 | \$95.00 | LV2 | 0.00 | NM | 1 | \$95.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | | 1 | | \$95.00 | | 0.00 | | | | |
| 15 | 8 | 10/13/12 | 10/13/12 | Sat 135-235a Cold Squad Cold Squad | CM | 135-235am -----S- | :30 | 1 | \$40.00 | LV2 | 0.00 | NM | 1 | \$40.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | | 1 | | \$40.00 | | 0.00 | | | | |
| 16 | 8 | 10/10/12 | 10/12/12 | 8 News Now 4-5a 8 News Now 4-5a | CM | 4-5a --WTF-- | :30 | 1 | \$25.00 | LV3 | 0.00 | NM | 1 | \$25.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | --WTF-- | | 1 | | \$25.00 | | 0.00 | | | | |
| 17 | 8 | 10/10/12 | 10/12/12 | 8 News Now 4-5a 8 News Now 4-5a | CM | 4-5a --WTF-- | :30 | 1 | \$20.00 | LV4 | 0.00 | NM | 1 | \$20.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | --WTF-- | | 1 | | \$20.00 | | 0.00 | | | | |
| | | | | | | | | | | | | Totals | 20 | \$24,705.00 |